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## COLLIER COUNTY NOOK PROJECT 1 YEAR ANNIVERSARY AND COMMUNITY UPDATE



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**Naples, Fla.** — In conjunction with Health Care Network of Southwest Florida, The Florida Department of Health in Collier County (DOH-Collier) is holding a 1 year Anniversary and Community Update for The Collier County Community Nook Project. The event will be held on Wednesday, November 20 from 8:00 a.m. – 9:00 a.m. at DOH-Collier's Naples Site, 3339 East Tamiami Trail, Suite 202, Naples, FL 34112.

The Nook Project is a collaborative community-based program that aims to increase the number of women receiving early and regular prenatal care to prevent low birthweight babies, sudden infant death syndrome (SIDS), premature births, child abuse, and substance exposed newborns. The program is designed to promote prenatal care participation and encourage healthy behaviors during pregnancy through incentives and education.

The Nook's clients can earn points through a variety of positive, health-promoting activities that can be redeemed on maternity or baby care items. These activities include attending routine prenatal visits, participating in prenatal education classes, ending high-risk behaviors such as smoking cigarettes or consuming alcohol, and reducing stress. Clients can redeem these points for brand new baby items. Over the past year clients have received more than 1200 diapers, 50 boxes of wipes, pack and plays, monitors, breast pumps, clothing, and more.

At the conclusion of the event, current Nook clients will receive Thanksgiving boxes which will include a \$50 dollar gift certificate, cranberry sauce, potatoes, green beans, and other healthy choices for their Thanksgiving meals.

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